



ZORCH®
B2B Marketing and Co-Creation

USING CO-CREATION AND ENTERPRISE BRAND STRATEGY TO IGNITE B2B REVENUE GROWTH IN A HIGHLY COMPETITIVE INDUSTRY

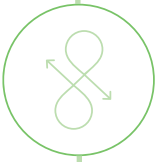
EXECUTIVE SUMMARY

ZORCH® was created with the mission of finding a better way to source branded merchandise for some of the most valuable brands in the world.



ASSIGNMENT

Analyze the company's brand to identify strategic marketing opportunities, plan communications and a tactical roadmap to grow B2B sales and marketing.



CHALLENGE

The \$23 Billion branded merchandise industry is cluttered with thousands of companies of all sizes in fierce competition.



RESULTS

ZORCH® is growing at an annual rate 5x the industry average. (ZORCH® annual sales continue to average 15% vs. the industry average 3.1% Source Advertising Specialty Institute 2017)

Many of country's biggest brands, including JP Morgan Chase, State Farm, and JetBlue, now trust ZORCH® for their branded merchandise.

2017 was a record year for sales and customer retention was at an all-time high.

BUILDING AN ENTERPRISE BRAND

Once named the fastest-growing company in Chicago – and the eighth fastest growing in the country, by Inc. Magazine – ZORCH® is disrupting the branded merchandise industry through technology, real-time shop/ship inventory control, and the most efficient supply chain in the marketplace today.

However, marketing historically focused on targeting high-value prospects through personal/referral networks and the company could no longer rely on that legacy strategy to sustain growth and succeed over time.

Therefore, the company turned to a fellow Chicago and Inc. 5000 company, AE Marketing Group to develop a new B2B marketing strategy.

“ZORCH® is poised for continued growth, so it was important to find a brand partner that understood the business side of marketing first and foremost,” said Chief Executive Officer, Mike Wolfe.



MIKE WOLFE

CEO, ZORCH®

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CO-CREATION PROCESS AND INSIGHT

ZORCH®'s business goals were straightforward; drive revenue, keep the brand top of mind, and deliver strong customer experiences. Recognizing this, AE Marketing Group began with a brand audit and co-creation lab to gain customer insight and consensus across the enterprise. This included:

- Audits of branded content and sales collateral
- Internal interviews with leadership and staff
- External interviews with current/past customers and vendor partners

Themes emerged from the brand audit and co-creation exercise that identified areas of both opportunity and weakness. The AE team shared their findings with ZORCH® leadership including a strong brand reputation, a well liked staff and most importantly, a major competitive advantage with its technology.

However, there were also areas of brand weakness, including content marketing and customer experience problems. "I appreciate AE Marketing Group's candor and the way they present their point of view," says ZORCH® Senior Vice President Lauren Senter. "We always feel they have our brand's best interests in mind, even when telling us something we don't want to hear or haven't thought of."

"I like these guys," added Wolfe, "AE Marketing Group's approach and style was different than a traditional agency from day one."

BRAND INTEGRATION

Next AE led ideation sessions with ZORCH® leadership to build a brand focus through marketing, sales, customer experience, supply-chain, and other channels.

AE Marketing Group CEO Brian Walker, who led the co-creation lab and audit, said, "everything a company does across the enterprise must support a brand's focus – from marketing and messaging, to product design and customer experience and from supplier to client brands."

Once there was a consensus, AE drafted a communications and training plan for staff across the organization, to ensure:

- Buyer Relevancy
- Priority B2B Channels
- Consistent Content

“The balancing act was not to derail what was already a strong brand and good sales track record,” added Walker. “Too often brands get hung up on every last detail or try to serve every audience and forget the end game.”

MODEL OF INDUSTRY INNOVATION

The communications plan positioned ZORCH® as “A Model of Innovation.” This consisted of brand talking points, audience segmentation, and sales tactics.

Sample marketing language included,

“ZORCH® is disrupting the branded merchandise industry through emerging eCommerce technology, real-time shop/ship inventory control, transparent pricing and the most efficient supply chain in the marketplace today.”

This allows ZORCH® to save the world’s biggest brands

- Millions of Dollars
- Inventory Waste
- Precious Time
- Unwanted Headaches

And allows you to own your brand, not your inventory.
(Procurement/General targets)

And allows you to elevate your brand, not your budget.
(Marketing/General targets)

And allows you to focus on customers, not costs.
(Customer Experience targets)

And allows you to focus on your company’s greatest asset – your brand (or people.) (Operations/HR/general targets)

Joe Hosler
Creative Director, Zorch®

“AE Marketing Group kept it simple, with a less-is-more approach that allowed us to focus on what really matters from a design perspective.”

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